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1947 SEASON

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COKER 100

WILT RESISTANT

1946 BREEDER FOUNDATION STOCK



COKER'S PEDIGREED SEED COMPANY

The South's Foremost

HARTSVILLE

Seed Breeders

SOUTH CAROLINA



Breeding for Fiber Quality and Spinning Value

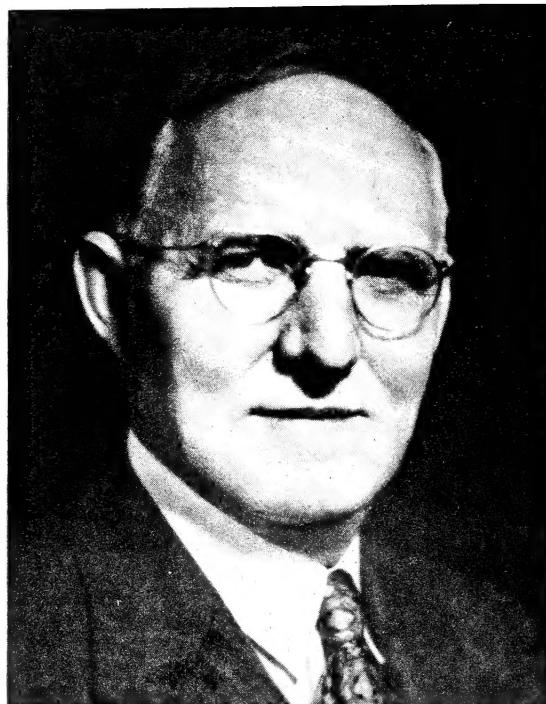
By George J. Wilds

Through an amendment to the Smith-Doxey Act, passed in 1941, the services of the United States Department of Agriculture, fiber and spinning laboratories were made available to breeders and others for a determination charge. This was the one service that we have needed all these years, the one evaluation service that we lacked.

Through the use of this testing service, we have been able to continuously advance our whole cotton breeding program in the line of fiber quality, and fortunately, we are finding within our lines of established productivity, quality and adaptability certain strains having very superior fiber characteristics. This extra quality is being quickly reflected into our sales stocks and thus into general production. Many of these cottons are already established in one-variety communities. These new cottons move right in and take the place of the previous strains, being of the same type and productivity plus superior manufacturing value.

Uniform variety and spinning tests conducted in the eastern, middle and western sections of the belt, indicate clearly that the variety is the main determining factor in quality; but these tests also show that the same variety, grown in different sections and in different years, may show an even wider range in spinning value than is noted between different varieties grown in the same test.

This makes it necessary, after a manufacturer has found a cotton that meets his strictest requirements in every respect, for it to be grown in quantity and over a wide area to insure a supply grown in those areas favored by



GEORGE J. WILDS
President and General Manager

climatic conditions for the development of maximum in quality. Early fiber tests will assist the manufacturers in locating these areas.

The one-variety community is the best solution for all of us interested in cotton. There seed of a superior cotton is planted and systematically new breeder stocks are brought in each year. The conscientious, alert breeder, through utilization of the fiber services, can now assure these growers strains of increasingly good spinning value. The growers can find a market through the discriminating manufacturer, who, in turn, finds a supply of known quality cotton. This is a perfect illustration of what can be accomplished through cooperation of breeders, growers and manufacturers.

Modern, well lighted cotton classing room of the Coker Cotton Company where lint samples of our breeding selections are classed. Humidifier with automatic control keeps moisture content of room uniform.





This photograph, showing a section of the Clemson Fiber Laboratories, was furnished through the courtesy of Mr. John M. Cook, Senior Fiber Technologist in Charge (shown in photograph above, standing). We are reproducing it here to illustrate some of the tests to which our breeding material is subjected in our program of breeding cotton for improved fiber and spinning quality.

This picture shows testing cotton for length with use of fibrograph, also testing for strength by Pressley Tester, and using Suter-Webb sorters in making arrays from which length and length uniformity will be determined. These sorted fibers are also used in determining the fineness and maturity.

Announcing an Important Change in Our Breeding Program

For this coming season we are offering only one variety of cotton in the medium length staple class—Coker 100 Wilt, and one long staple variety—Coker-Wilds. We have discontinued our Coker 200 and Coker 100 non-wilt varieties and our Coker's 4-in-1 wilt resistant cotton.

ONE GENERAL PURPOSE VARIETY

At the urgent request of the Cotton Division of the Bureau of Plant Industry, USDA, and of others, we have for the past several years been working toward reducing the number of our strains and varieties of cotton in order to aid in the program of standardized cotton production. However, it was not until we had bred our Coker 100 Wilt Resistant up to its present standard of performance and wide adaptability for both wilt and non-wilt soil that we felt that we could safely eliminate the varieties mentioned above.

We are convinced that it will be of greater advantage to our customers and distributors for us to offer one, superior, general purpose cotton—Coker 100 Wilt, adapted for planting anywhere that cotton is grown in the Southern Cotton Belt, rather than to offer several good varieties suited for special purposes, or for certain soil types and localities.

STRAIN NUMBERS ELIMINATED

We have also decided on a change in our established method of identifying our varieties of cotton seed, oats, wheat, corn, tobacco, etc., of which we believe our customers will approve.

Hereafter we will eliminate strain numbers on our varieties of seed, and instead will identify these varieties by the date or year the seed were produced. As an example: our new Coker 100 Wilt cotton for 1947 planting is being labeled Coker 100 Wilt—1946 Breeder Foundation Stock, and our new Coker-Wilds as Coker-Wilds—1946 Breeder Foundation Stock.

This change is being made in order to avoid confusion between different strain numbers of the same variety, and so that our customers will know the year that these strains and varieties were produced for sale by us. We will of course continue to improve our Breeder Foundation Stocks each year with our newest and best lines from our wealth of breeding material, but we will maintain the standard type and recognized characteristics of the variety.

This reduction in the number of our cotton varieties has enabled us to concentrate a great deal more breeding and attention on the ones we are offering, and should mean that our breeding program with them will show even more rapid progress and greater improvement in the future.

1946 SEED CROP OF HIGH GERMINATION

The weather this fall has been almost ideal for gathering our crop and, as this catalog goes to press (mid-October), indications are that we will have a seed crop of high germination and excellent quality. The demand for our pedigreed foundation seed is heavy, and we hope that our customers will not delay too long in booking the seed they will need for the 1947 planting season.

COKER 100 WILT (1946)

1946 BREEDER FOUNDATION STOCK*

**A Highly Wilt Resistant, General Purpose Cotton Suited
for Wilt or Non-Wilt Soils**

Our Coker 100 Wilt, in the five years that it has been on the market, has grown in popularity to a point where it is estimated that over 1½ million acres were planted to it in 1945. A wealth of breeding material assures our customers of constant improvements in this variety for the future.

It combines more desirable qualities than our regular Coker 100 (non-wilt) and our 4-in-1 (wilt resistant) cottons, and since we consider it a safer cotton to plant, we are offering it in place of them.

Our 1946 Coker 100 Wilt cotton is the result of fifteen years of intensive selection and testing of many thousands of plants on wilt infested soils. Selections have been made on the basis of wilt resistance, yield, staple, picking quality, storm resistance, fiber strength and spinning quality.

This cotton combines more desirable qualities than any variety we have bred or tested during our forty-three years' experience in cotton breeding.

ADAPTED FOR ONE VARIETY PLANTING

We consider that Coker 100 Wilt is especially well suited for use in one variety communities in the Coastal Plains, Sandhills, and Piedmont for it is making record yields in these areas on both wilt and non-wilt land.

This mid-season view taken in our main wilt variety test on badly (Fusarium) wilt infested soil shows vigorous, healthy growth of Coker 100 Wilt and badly wilted check row of non-wilt Coker 100.

Adjoining picture shows similar view of Coker 100 Wilt growing beside badly wilted check row taken at maturity.

VARIETY TEST RECORD

Coker 100 Wilt is the most dependable and widely adapted cotton we have bred, performing uniformly well from the Carolina Coastal Plains to the Mississippi Delta, and the Rio Grande Valley on both wilt and non-wilt soils.

In the 1945 Delta Experiment Station New Cotton Strains Test, Coker 100 Wilt Strain 5 averaged 2894 lbs. seed cotton and 929 lbs. lint per acre with a staple length of 36.3 thirty-seconds, and 66.5 bolls per lb. of seer cotton.

In a three-year average test (1943-1945) of eight cotton varieties conducted at three locations in the Coastal Plain

(Continued on page 6)

***IMPORTANT NOTE:** We have decided on a change in our established method of identifying our various varieties of seed, which we believe our customers will approve of. Hereafter, we will eliminate the strain numbers on our varieties of seed, and instead will identify these varieties by date or year the seed were produced. As an example, our new Coker 100 Wilt is being labeled Coker 100 Wilt—1946 Breeder Foundation Stock. This does not involve any change in our breeding program, but is being done in order to avoid confusion between different strain numbers of the same variety and so that our customers will know the year that these strains and varieties were produced for sale by us.

Photo at right — Shows Farm Overseer Fred Allen in increase field of our 1946 Coker 100 Wilt cotton. Note wide fluffy opening of bolls.





Coker 100 Wilt—Continued

section of Georgia, Coker 100 Wilt led all commercial varieties in acre value of seed and lint.

In the three-year average (1943-1945) results of variety tests on wilt and non-wilt soils of 18 cottons in Central Alabama, Coker 100 Wilt came first in yield of lint and money value, also leading three-year average test of 13 varieties on wilt infested soil in Southern Alabama.

IS WELL SUITED FOR MACHINE PICKING

This variety—Coker 100 Wilt—has been at or near the top of state conducted cotton variety tests in North Carolina, South Carolina, Georgia, Alabama, Mississippi and South Texas during the past three years. It has proven to be well suited for machine harvesting and hand picking, and combines production, premium staple, wilt resistance, desirable spinning quality, earliness, and dependability.

DESCRIPTION

Plant—Erect, semideterminate in type. Vigorous with more erect well spaced fruiting branches and two to four vegetative branches.

Foliage—Thin with deeply lobed medium sized leaves.

Season—Very early.

Bolls—Round ovate, slightly pointed, 70 to 72 to pound, open extremely wide and fluff beautifully yet storm resistant.

Lint Length— $1\frac{1}{32}$ " to $1\frac{1}{16}$ " or longer, under good conditions.

Lint Per Cent—37% to 39%.

Character—Excellent, uniform, strong.

Production—High.

Wilt Resistance—High.

Picking Quality—The best. Has proven to be especially well suited for mechanical harvesting as well as hand picking.

Prices: \$12.50 per 100-lb bag, \$220 per ton, F. O. B. Hartsville, S. C., and Memphis, Tenn. All seed reginned and treated with Ceresan.

CAUTION

Due to the development of apparently new races of wilt, complicated by adverse seasonal conditions, improper fertilization and the presence in some instances of the deadly meadow nematode, no conscientious breeder can guarantee any wilt resistant cotton to survive on any wilt infested soils.

Wister Henry, leading cotton grower of Belzoni, Mississippi, shown in field of his Coker 100 Wilt cotton, 1945 crop. Mr. Henry says, "My land is subject to wilt, but none showed up in 1945 crop. The 311 acres of this variety (Coker 100 Wilt) produced 523 bales. This cotton is early, storm resistant, picking qualities excellent. Every one planting it is well pleased."

From South Carolina's Champion Cotton Grower



E. M. Duncan, Pickens, S. C.
Champion cotton producer.

I have been planting Coker's 100 Wilt since 1942, and I have continued to replenish seed each year since. With my experience in cotton growing in Pickens County, Pea Ridge Section, I feel sure that this is the best variety of cotton that has been planted or can be planted, and certainly for the Piedmont Section of South Carolina.

E. M. Duncan
Pickens, S. C.

August 10, 1946

Mr. Duncan's 1942 record of 1501 lbs. lint cotton per acre is the highest yield ever officially recorded on a five-acre contest plot in South Carolina.

PRIZE WINNERS IN SOUTH CAROLINA FIVE-ACRE COTTON CONTESTS 1942-1945

Name	County	Allowed Yield of Lint Pounds	Variety	
			1942	1943
E. M. Duncan	Pickens	7505	Coker 100 W. R.	Coker 100 W. R.
L. R. Gilstrap	Pickens	7140	Coker 100	Coker 100
W. F. Merck	Pickens	7005	Coker 100, St. 2	Coker 100, St. 2
J. F. Johnson	Anderson	6835	Coker 100 W. R.	Coker 100 W. R.
H. H. Herlong	Edgefield	4915	Coker 100 W. R.	Coker 100 W. R.
Lewis Gainey	Darlington	4730	Coker 100 W. R.	Coker 100 W. R.
J. D. Rouse	Allendale	4395	Coker 100 W. R.	Coker 100 W. R.
C. L. Baxter	Hampton	4340	Coker 100 W. R.	Coker 100 W. R.
W. G. Smith	Edgefield	5980	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
W. C. Holman	Calhoun	5430	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
P. H. Lyles	Marlboro	4520	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
W. J. Turner	Fairfield	4290	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
H. W. Perrow	Calhoun	5315	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
C. Marion Mims	Lee	4925	Coker 100 W. R., St. 1	Coker 100 W. R., St. 1
Chas. M. Chitty	Bamberg	4725	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
Van Peebles	Hampton	4275	Coker 100 W. R.	Coker 100 W. R.
T. E. Benton	Florence	6370	Coker 100, St. 7	Coker 100, St. 7
B. M. Smith	Edgefield	6230	Coker 100 W. R.	Coker 100 W. R.
Peter Usher	Marlboro	5825	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
F. C. Spears	Marlboro	5545	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
R. E. McLendon	Lee	5560	Coker 100 W. R., St. 4	Coker 100 W. R., St. 4
J. R. White	Sumter	5420	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
J. D. Hutto	Dorchester	5500	Coker 100 W. R., St. 2	Coker 100 W. R., St. 2
R. E. Williams	Hampton	5335	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
Robert Felkel	Calhoun	6825	Coker 100 W. R., St. 4	Coker 100 W. R., St. 4
H. W. Perrow	Calhoun	5800	Stonewilt St. 4	Stonewilt St. 4
G. F. Bagwell	Anderson	5595	Coker 100 W. R., St. 4	Coker 100 W. R., St. 4
J. H. Patrick	York	5535	Coker 100 W. R.	Coker 100 W. R.
C. B. Player	Lee	4895	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
Jack Player	Lee	4675	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
Dick Moorer	Dorchester	4995	Coker 100 W. R., St. 3	Coker 100 W. R., St. 3
W. A. Rouse	Hampton	4735	Coker 100 W. R., St. 4	Coker 100 W. R., St. 4



A REPORT ON MACHINE PICKING

As you know, we have been operating an International cotton harvester in this area during this fall. All of the cotton that we have picked to date has been Coker 100 Wilt. I thought you would be interested in knowing that we have found this variety of cotton to be very satisfactory for mechanical harvesting, and that we have been well satisfied with the results obtained.

—G. T. Ashford
Liberty Manufacturing Co.
Red Springs, N. C.

November 14, 1945

Unquestionably your Coker 100 Wilt resistant is the best cotton that we have planted on our farms. In 1945 we harvested a little over 130 bales of this cotton with an I.H.C. cotton picker. You are to be congratulated on the good job done in developing this cotton for wilt-infested soils.

—Wm. Howard Smith, Pres.
McQueen Smith Farms
Prattville, Ala.

August 1, 1946

The Coker 100 Wilt Strain 5 proved awful satisfactory with us in 1945, made more cotton per acre in our 4-variety test and harvested good with the mechanical picker. I am to save enough of these seed to plant 5,000 acres in this community on one variety for next season, and I believe the growers will all be satisfied with the Coker 100 Wilt cotton.

—W. M. Clemones
Rt. 3, Rome, Ga.

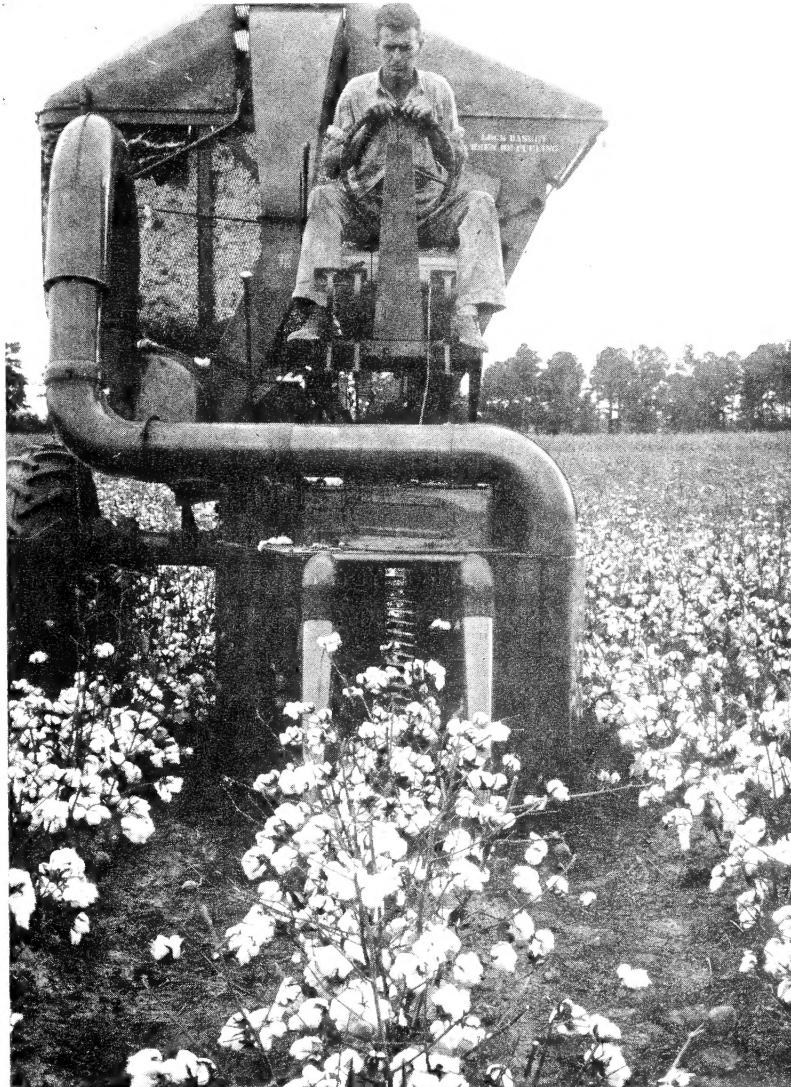
October 1, 1946

Coker 100 Wilt Strains giving good performance, fruiting well, with no evidence of wilt. Much late planted Coker 100 Wilt satisfactorily making under dry weather conditions.

King & Anderson, Inc.
Clarksdale, Miss.

August 31, 1946

(King & Anderson have been growing Coker 100 Wilt for the past two seasons on an extensive acreage and picking it largely with their three mechanical cotton pickers with most satisfactory results.)



Picking Coker 100 Wilt cotton with our International, Model M-11-H, high drum cotton picker. This variety is especially suited for either mechanical or hand picking because of its rapid, uniform fruitage with bolls which open wide and fluff nicely.

Center row in picture below has just been picked with mechanical picker. High percentage of cotton has been gathered without damage to un-opened bolls.



CUSTOMER REPORTS ON COKER 100

WESTERN UNION

CLASS OF SERVICE
This is a full-rate
Telegram or Cable-
gram unless its de-
ferred character is in-
dicated by a suitable
symbol above or pre-
ceding the address.

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SYMBOLS	
DL	Day Letter
NL	Night Letter
LC	Deferred Cable
NLT	Cable Night Letter
	Ship Radiogram

(46)

A. N. WILLIAMS
PRESIDENT

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CFK94 32 DL=CLARKSDALE MISS AUG 31 1946 1148A

COKERS PEDIGREED SEED CO=

COKER 100 WILT STRAINS GIVING GOOD PERFORMANCE FRUITING WELL WITH NO EVIDENCE WILT. MUCH LATE PLANTED COKER 100 WILT SATISFACTORILY MAKING UNDER VERY DRY WEATHER CONDITIONS. NO GINNINGS YET. BEST REGARDS=

W K ANDERSON KING & ANDERSON INC.

PHONE 2111

T. B. UPCHURCH, PRES.
T. B. UPCHURCH, JR.,
FARM MGR.

FARMLANDS

L. M. UPCHURCH, SEC.-TRES.
TOM CAMERON,
ASST SEC.-TRES.

GROWERS
OF
QUALITY
SEED

HEREFORD CATTLE - COKER.COTTON - TIMBER

Raeford, North Carolina
August 7, 1946

Mr. Robert C. Jackson
Coker's Pedigreed Seed Company
Hartsville, S. C.

Dear Mr. Jackson:

We have been growing Coker 100 Wilt cotton exclusively for a number of years. For the past four years we have grown it exclusively except in the testing plots that we plant in cooperation with the North Carolina Experiment Station.

Under our wilt conditions as well as our non-wilt land we find that Coker 100 Wilt is the most satisfactory cotton we can plant. It has good quality and character and is always at or very near the top in production tests.

Last year we had a number of fields that picked two bales of cotton to the acre. Some of this cotton was not harvested until January. The yield speaks mighty well for Coker 100 Wilt's storm resistance.

Hoke county was one of the first one-variety counties in North Carolina. The county adopted Coker 100 Wilt cotton as the variety to be grown and we think we selected the best cotton we could have. These convictions are borne out by the numerous tests that have been carried out on our farms by the experiment station.

In short I think Coker 100 Wilt an excellent cotton for high yields of good quality on wilt and non-wilt soils.

We have been impressed by its earliness this year. This along with its medium size is a distinct advantage when we have boll weevil like we do this year.

Yours truly

T. B. UPCHURCH, INC.

T. B. Upchurch Jr.

TEU/te

WILT RESISTANT

HALEY BROTHERS FARMS
GROWERS OF
PEACHES AND PECANS

ALBANY, GEORGIA

August 19, 1946

Mr. Robert C. Jackson
Coker's Pedigreed Seed Co.
Hartsville, S. C.

Dear Mr. Jackson:

With reference to Coker 100 Wilt cotton, we are 100 per cent sold on it. We think it is the greatest cotton we have in this section. It is reliable, thoroughly Wilt Resistant, does not produce excessive stalk as some cottons do, and we consider it a very good all-around cotton.

We have had an extremely bad season. We had constant rain for several weeks while the cotton was trying to make and for this reason we will probably have the poorest crop we have had in years. The Coker 100, however, is coming thru best and so far as we are concerned if we can save the seed this will be the only cotton we will plant another year. We hope some day to see our farmers get together and if this cotton continues like it is now to make it a one variety section of Coker's 100 Wilt Resistant.

Yours very truly,

HALEY FARMS

Edward Bland
Edward Bland,
Manager

Coker's Pedigreed Seed Company
Hartsville, S. C.

Elloree, S. C.
2 August 1946

Gentlemen:

It gives me pleasure to recommend to fellow farmers Coker 100 Wilt Strain 4. I have used all of your preceding strains of Coker 100 and find all of them to give satisfaction however Strain 4 has proven an ideal successor. I was especially pleased with fruiting ability, staple and lint percentage. This year I am planting Coker 100 Wilt Strain 5 and find that I like it just as well if not better than Coker 100 Wilt Strain 4.

Respectfully,

Robert L. Felkel
ROBERT L. FELKEL

Mr. Felkel won first prize for the state in the 1945 South Carolina Five-Acre Cotton Contest with Coker 100 Wilt. His yield was 6825 lbs. lint on the five acres or 1365 lbs. per acre. Staple length 1-3/32".

H. C. ALEXANDER
FARMER
COTTON, OATS, PEAS
LOUISVILLE, GEORGIA

MIDVILLE, GEORGIA

TELEPHONE
LOUISVILLE, 2432

Sept. 2, 1946

Coker Pedigreed Seed Co.
Hartsville, S. C.

Dear Sirs:

Would like to confirm telephone order placed with ~~oct~~
order, for one ton Coker 100 Wilt Resistant cotton seed.

Please place my order now for one ton Coker 100 Wilt Resistant cotton seed and 50 bu. Fulgrain seed oats, to be shipped when ready each year from now on, as long as I am in the farming business, which I hope will be the remainder of my life, some thirty-five years before reaching the allotted three score and ten years. In other words I have been buying some seed elsewhere and have not been satisfied, so now I am back to stay.

Thanking you, I am,

Yours very truly,

H. C. Alexander

CLASS OF SERVICE
This is a full-rate
Telephone or Cable
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ferred character is in-
dicated by a suitable
symbol above or pre-
ceding the address.

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A. N. WILLIAMS
PRESIDENT

(24)

SYMBOLS
DL=Day Letter
NL=Night Letter
LC=Deferred Cable
NLT=Cable Night Letter
Ship Radiogram

CFK10 DL=GREENWOOD MISS SEP 15 1946 405P
COKERS PEDIGREED SEED CO=

IN REPLY TO YOUR TELEGRAM. YOUR COKER 100 WILT RESISTANCE COTTON IS SERVING OUT VERY SATISFACTORY. HAVE NO SIGN OF WILT. SHOULD TAKE PLACE OF YOUR 4 & 1 STRAIN. HAVE ALL THAT I PLANTED STATE CERTIFIED. SHOULD MAKE A BALE AND QUARTER PER ACRE.=

JOHN M KEARNEY.

EXPRESS AND TELEGRAPH OFFICE:
NEW ROADS, LA.TELEPHONE 4951
NEW ROADS, LA.FREIGHT SHIPPING POINT: T. & P. P.
NEW ROADS, LA.**J. F. BLAND & CO.**COTTON AND
COTTON SEED

GENERAL MERCHANDISE

MAYESVILLE, S. C.

Manufacturer of
FERTILIZER

Aug 7 1946

Coker's Pedigreed Seed Co.
Hartsville, S. C.

Gentlemen,

We have planted our entire cotton crop with your seed for the past ten years. Your 100 wilt has proved the best variety of any cotton we have planted.

Yours very truly,
J. F. Bland & Co.*By. J. F. Bland*Joint-Owners:
COLONEL HENRY A. ROUGON
MISS IDA ROUGON
MISS ITHA ROUGON1201
HENRY A. ROUGONMERCHANT AND PLANTER
LIVE STOCK FARMCOL. HENRY A. ROUGON
Manager
OSCAR, LOUISIANA

October 15, 1946

AUSTERLITZ PLANTATION
MATHILDA PLANTATION
"The Garden Spot of Louisi-
ana" Situated at Oscar, La., on
Beautiful Faise River,
Parish of Pointe Coupee,
Louisiana. Paved Route No.

Mr. Robert R. Coker, Vice-President,
Coker's Pedigreed Seed Company,
Hartsville, South Carolina,

My dear Mr. Coker:

For the past years I have ~~been~~ ordered from you my need for new cotton seed. You allowed me for 1946 Shipment Jan 29, 1946, 20 Bales 100 Wilt Strain No. 5. Cotton Seed. This Strain did wonderfully well, even with the unusually wet season, the yield was better than any thing in this section. I know you will have a new Strain to offer this season, as you always have improved your strains. The time will soon be for entering our order for the Seed for our 1947 Crop. Will you kindly advise me as to your Strains that you will have and what amount of the Seed will you be able to let me have. It is rather early, yet, we must place our order now, as seeds will be hard to get this season.

The Coker's Seed has no equal, I have yet to find any seed to compare with your Cotton. It has always proven the Best, as to yield, grade and every thing considering.

Thanking you for an answer, and any information you may be able to give me at this time. With kindest personal regards,

Sincerely yours,

Henry A. Rougon.
Henry A. Rougon

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A. N. WILLIAMS
PRESIDENT

(16)

SYMBOLS
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NL=Night Letter
LC=Deferred Cable
NLT=Cable Night Letter
Ship Radiogram

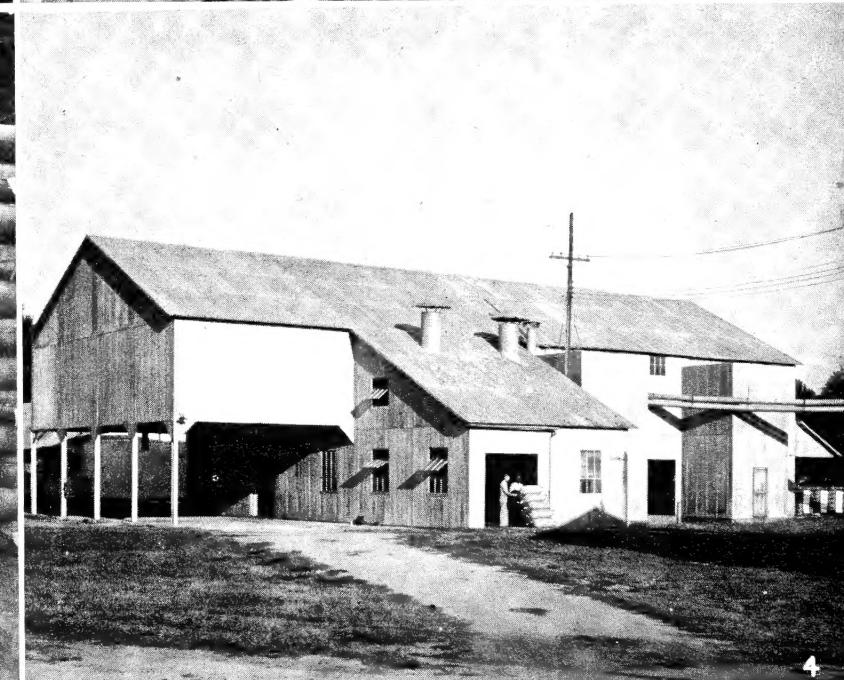
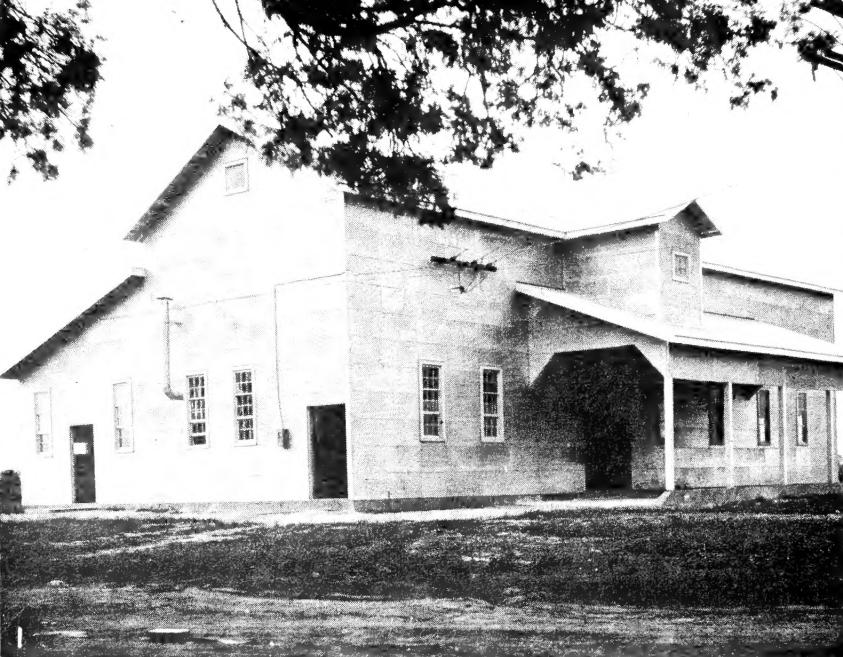
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CFK17 22 DL NATCHEZ MISS SEP 2 1946 443P

COKERS PEDIGREED SEED CO=

OUR OPINION IS THAT COKER 100 WILT RESISTANT IS BEST FOR EARLINESS PRODUCTION STAPLE AND ADOPTABILITY ON LA WILT INVESTED SOILS=

J M JONES LBR CO.



GENERAL VIEWS OF OUR PLANT

No. 1. This new modern gin outfit was completed in time for the 1946 ginning season to take care of our Chester County (S. C.) seed growing operations.

No. 2. Interior view of our modern greenhouse building where winter plantings of cotton, tobacco and corn are made.

No. 3. Coker's Pedigreed Seed stored in one of our roomy, well-ventilated steel warehouses.

No. 4. Recently completed is our up-to-date, six-stand gin plant equipped with newest cleaning equipment.

No. 5. View of several of our buildings for processing and storage of pedigreed seed.

1946 SEASON VISITORS



No. 1 Group of leading colored farmers from Orangeburg County, S. C. with veteran County Agent George W. Daniels inspect increase field of pedigreed cotton.

No. 2 This photograph taken in the Pee Dee Experiment Station, Florence, S. C. shows group of Government men and Egyptian cotton specialists who visited us last summer.

No. 3 Mr. J. O. Chandler, County Agent, and group from Jasper County, Ga. inspect cotton plots.

No. 4 Visiting government specialists, cotton breeders, spinners and mer-

chants attending the Breeder Spinner Conference at Hartsville made a tour of our seed breeding farms.

No. 5 This large group of farmers is from Colleton County, S. C., and was under the leadership of County Agent J. J. Mitchell.

No. 6 Group of fertilizer experts headed by Mr. B. D. Cloaninger of Clemson College, discuss cotton breeding with our Dr. C. H. Rogers.

No. 7 Haywood County, N. C. farmers and farm women enjoying some of the famous Darlington County watermelons while on a see and-learn tour here.

No. 8 This group which is from Batesburg, S. C. visited us on a trip arranged by Mr. S. A. Murphy, Agricultural Teacher.

BUSINESS TERMS

OUR RESPONSIBILITY: Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS: The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

ONE PRICE POLICY: Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

YOUR PROTECTION: Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

EFFECT OF GROWING CONDITIONS: Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

COKER'S PEDIGREED SEED COMPANY

The South's Foremost

HARTSVILLE



Seed Breeders

SOUTH CAROLINA